



100 Vicon years branding goes down a storm with Kverneland Group UK and over seas offices

It has been 100 years since Dutch contractor Hermanus Vissers started manufacturing farm machinery.

The Vissers Construction Nieuw-Vennep company is better known as Vicon and its first product was a horse drawn mower bar. This was the first piece of horse drawn machinery which was followed a finger wheel rake and also a product Vicon has become renowned for – the pendulum fertiliser spreader albeit adapted for today's workhorses.

Mr Vissers gradually shifted his focus from one-off creations to series production machines. And under the name Vicon, this small firm has evolved into an international manufacturer of farm equipment, with over two million Vicon machines sold throughout the world.

During the 1950s, Mr Vissers' eldest son Herbert Vissers expands the company. New markets including North America are found, and in 1955 Vicon opens a larger new factory in Nieuw-Vennep to cater for increased demand.

This followed in the 1960s with a sugar beet harvester, a spading machine and the hay and grass line-up extended with a rotary mower. With over 100 employees a Dutch investment company acquires a majority share of the company and Herbert Vissers steps back from being managing director.

In the early 1980s, a large industrial group, Thyssen Bornemisza, acquires full ownership of Vicon and extend the product range as well as buying Belgian sprayer specialist Allaeys. Further acquisitions include French baler manufacture Rivierre Casalis and in Canada, Vicon purchases two manufacturers to serve North American growers.

In 1984, the company makes a break-through with micro-electronics for agricultural machinery, in Nieuw-Vennep. One of the key developments is the HP 1600 high density big baler, which is the first electro- hydraulically operated baler that is capable of producing high quality baled silage.

Even back in 1985 Vicon was pioneering the ISObus standard, a universal control system being taken up by most European manufacturers.

A period of consolidation saw Thyssen Bornemisza bring its Vicon, Zweegers, Rivierre Casalis and Deutz-Fahr brands under one umbrella called Greenland. This newly re-organised company adopts the single brand name, Vicon. In 1998 the Kverneland Group purchases Greenland and in 2008 the group decides to simplify its branding with just the Vicon and Kverneland brands.

Touch the Sun was given the brief to develop a 100 year logo/brand that would work not just in the UK, but overseas - the final logo shown below



To follow this up we looked into the idea of creating a range of products to celebrate the 100 years, but it needed to be a more fashionable/wearable image, so the following image was conceived from the Vicon brand, and was launched using cafepress, please checkout the link to the online shop [http://www.cafepress.co.uk/vicon icon](http://www.cafepress.co.uk/vicon_icon)

